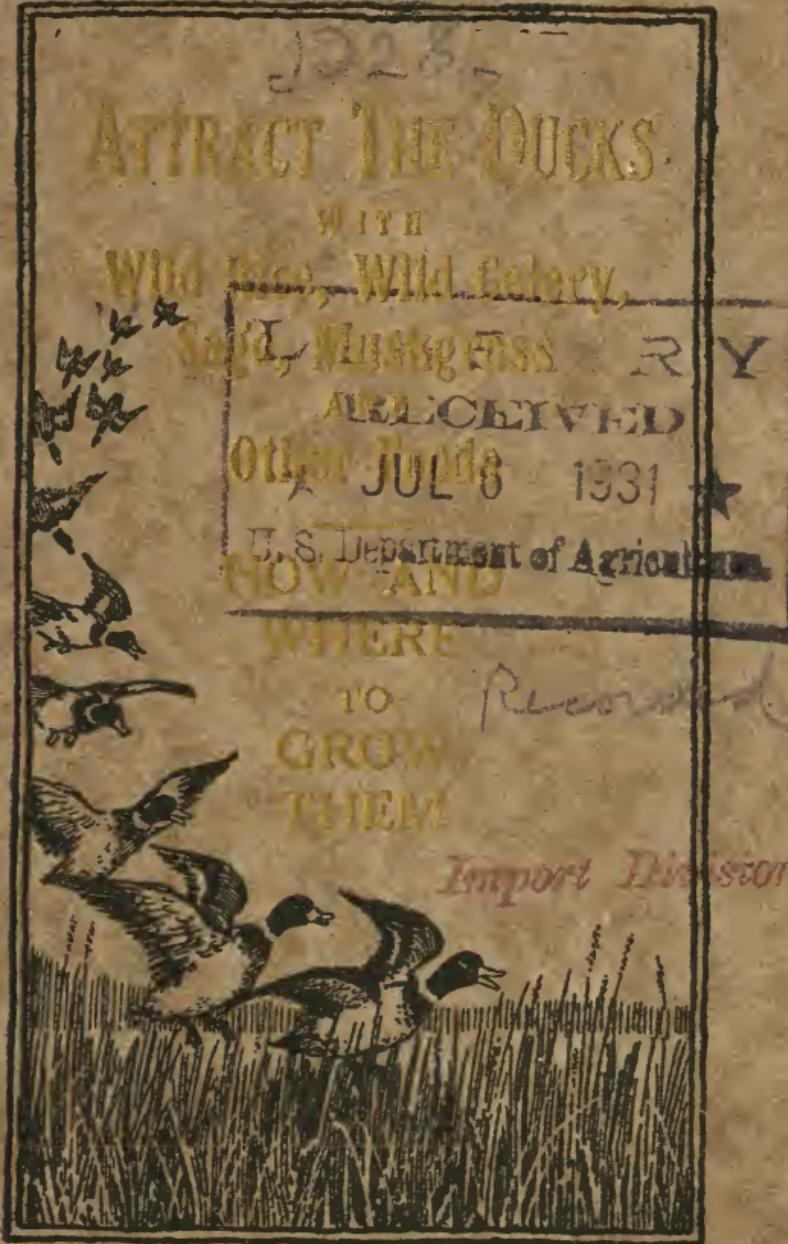


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Do not assume content reflects current scientific knowledge, policies, or practices.



WILD DUCKS MUST EAT



Wild ducks naturally go where the best feeding grounds are found. They just stop for a drink or pass over entirely the waters and marshes where their favorite foods are not abundant.

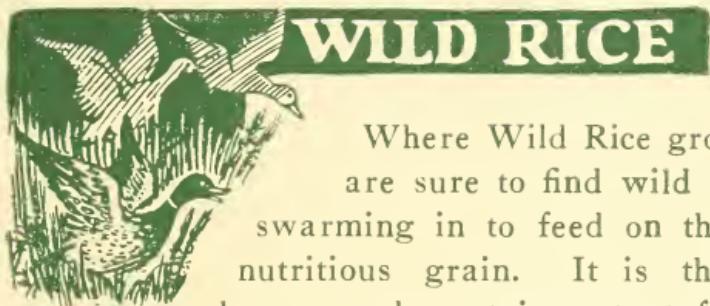
Fortunately, however, where the foods that wild ducks love do not grow, they can be introduced. Some thirty-two years ago, wild ducks were not abundant on our marsh here. The study of wild ducks was a hobby with us, and we believed that they would come to our place if we planted the foods that seemed to attract them in countless flocks to a few famous wildfowl resorts we knew about. Our experiment in planting feeding grounds to attract ducks proved a success, and our property became one of the best duck resorts in Wisconsin.

Others found out about our success and asked us to help them attract wild ducks and geese to their property in the same way. We have always been glad to do this by furnishing planting material and information, and have met with wide success in attracting wild ducks to every part of the United States, and some foreign countries, where our plan has been followed. Soon we found our interesting hobby had developed into a constantly increasing business.

The following pages will tell you how to grow these duck coaxers successfully and make your pond, lake or stream, the favorite haunt of wild ducks.



Day was just breaking. The sky was gray with snow clouds and ice was beginning to freeze around the edges. The dogs were leading through the Wild Rice, when all of a sudden—you know the rest of the story. Doesn't it give you a real thrill and make you anxious for the opening day to come?



WILD RICE

Where Wild Rice grows you are sure to find wild ducks—swarming in to feed on the large nutritious grain. It is the best known and most important food for Mallards, Black Ducks, Widgeon, Teal, Pintails, Canada Geese and other wildfowl. On frosty mornings, tramping along the edge of the Wild Rice marshes one will be startled by a series of frightened quacks as a flock of Mallards, almost at your feet, jump out of the tall growth of Wild Rice, where they have been feeding, sheltered from the chill autumn winds. Wild Rice beds are also used by the ducks in the spring, as a place to hide their nests and rear their ducklings.

Wild Rice reseeds and takes care of itself from year to year making a permanent feeding ground.

Where to Plant

Wild Rice is easy to grow. There are many places throughout the U. S. and Canada where Wild Rice does not grow, but where conditions are suitable for it. These places could and should be planted with Wild Rice beds. Briefly stated the conditions required for successful growth of Wild Rice are fresh water streams, lakes or ponds having an outlet, soft mud bottom, and water from 6 inches to 3 feet in depth. Sunny sheltered bays or coves where planting will not get the current or direct wash of waves, suit it best.

Wild Rice does not grow in water salty to taste. Near the seacoast it grows along streams twenty to fifty miles above the point where they enter the sea, where the water ceases to be salty to taste and there is a tide of not over four feet. Any spots



where fresh water brooks or springs enter the stream will be more fresh and better for Wild Rice.

Many tame rice fields found in Southeastern U. S., depending upon tides for water supply, provide suitable conditions for growing Wild Rice. On many of these old rice fields the banks are broken, allowing the free change of water that Wild Rice requires. If the banks are not broken one or more gates in the levee banks can be left open. Many sportsmen owning plantations having these old rice fields are developing splendid stopping and feeding grounds for wild ducks. We have personally investigated and planted some of these properties.

Places Not Suitable

Our experience has been that Wild Rice will not grow in waters having no outlet, waters salty to taste, or strongly alkaline. Places such as are found along parts of the Mississippi, Ohio and Illinois Rivers, where the water rises and stays ten feet or more above the normal water level for several weeks during the spring floods, are usually unsatisfactory places, as the Wild Rice is drowned out by the high water. If such conditions exist in your waters, you should plant other duck foods which we furnish, described on the following pages, which are suitable for growing in such places.

Good Seed Important

Wild Rice seed is of a perishable nature and must be carefully handled by persons experienced in





growing, handling and planting Wild Rice, if it is to retain its germination. Poor seed is a waste of time and money, no matter how cheap it may be. We have found that many failures in growing Wild Rice, were due to the fact that the seed planted had been improperly handled by some amateur seedsmen who did not know how to care for it. Some people have purchased parched Wild Rice that had been prepared for eating, sold by someone offering it as Wild Rice seed, and of course this would not produce a growth of Wild Rice any more than corn flakes would produce a growth of corn.

Germination tests which we have carried out, and which have also been made by the American and Canadian Government authorities have proven that drying lessens or kills the germination of Wild Rice seed. There is no doubt but what much Wild Rice seed of low germination has been sold, and is responsible for many failures to get Wild Rice beds established. For the past thirty-one years we have been furnishing, handling and planting Wild Rice seed in all parts of the United States and Canada, and have shipped it to foreign countries with excellent results. We have made a special study of Wild Rice and have perfected methods of handling, storing and shipping it, so that its highest germination is preserved. Our seed is a larger seed, several times larger than what we have found in many parts of the country. Of the ordinary run of Wild Rice seed, 300 to 400 lbs. is used to plant an acre, but because of its high germination, and the larger seed, we suggest using not more than





60 lbs. of our Giant Wild Rice seed per acre.

When to Plant

Wild Rice seed can be planted with excellent results as soon as it is harvested in the fall, the natural time for planting it—Nature's sowing time. The harvest usually begins the last week of August or first week in September. Because of weather conditions beyond our control we are never sure of the quantity of Wild Rice seed we will be able to harvest, and because of this, orders should be entered early, to be sure of a supply.

Complete detailed planting instructions which are sent with all orders, insure the best of results if carefully followed.

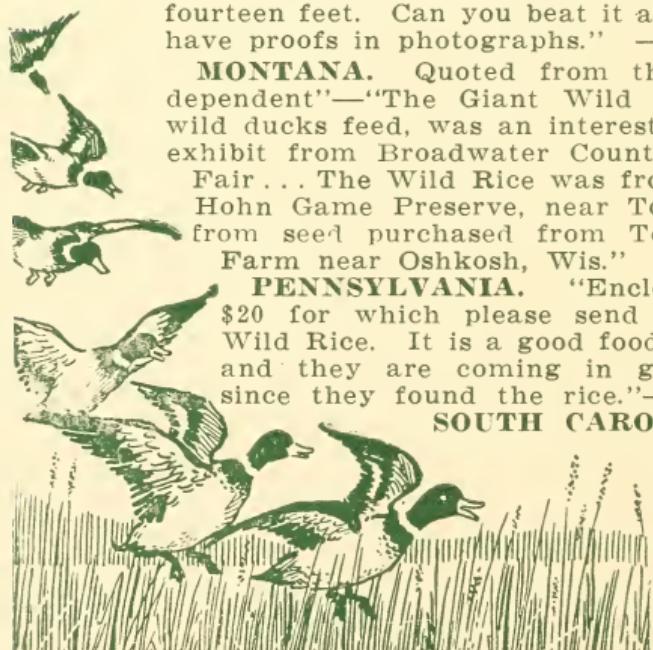
What Others Say About Wild Rice

ILLINOIS. "Our Wild Rice in Spring Hole at our club preserve has reached the phenomenal height of fourteen feet. Can you beat it and where? We have proofs in photographs." —J. G. REUL.

MONTANA. Quoted from the "Helena Independent"—"The Giant Wild Rice on which wild ducks feed, was an interesting part of the exhibit from Broadwater County, at the State Fair... The Wild Rice was from the W. Paul Hohn Game Preserve, near Townsend, grown from seed purchased from Terrell's Aquatic Farm near Oshkosh, Wis."

PENNSYLVANIA. "Enclosed check for \$20 for which please send me that much Wild Rice. It is a good food for wild ducks and they are coming in greater numbers since they found the rice." —G. CATLIN.

SOUTH CAROLINA. "I had more ducks this season than anyone around here partly due, I am sure, to the feed we planted." —Henry Norris.





Wild Celery

Favorite Food of Diving Ducks



Not many years ago, one could go out and pick off the limit in good big Canvasbacks, Redheads and Bluebills. Today it is more of a problem. Why? Because no longer can they find the vast Wild Celery beds of former years. Civilization has crowded out many former haunts and feeding grounds of our wild ducks. You can, however, assure yourself of some good Canvasback, Redhead and Bluebill shooting again, if you will plant Wild Celery beds for them. Provide some of this food they love—their favorite food, and they will come to your waters in large numbers. These diving ducks will fly many hundreds of miles to find the delicious white roots and shoots produced at the base of the Wild Celery plant, which the ducks love to dive down after. The Wild Rice attracts the marsh ducks, but if you want to attract the deep water ducks like "Cans" and "Reddies", get some Wild Celery beds established. It reseeds itself from year to year.

In addition to being a splendid wild duck food, Wild Celery furnishes excellent food and shelter for fish. These plants support countless numbers of minute insect and animal life which fish depend upon for food. Fish also eat portions of the plants themselves. A bed of Wild Celery will keep your



waters pure and clear and well oxygenated, which is important for fish life. The plants provide shelter and hiding places for young fish, where they can escape from their enemies, assuring many more of them reaching maturity.

Where and When to Plant

Any fresh water lake, pond or stream, preferably not land-locked, with water 2 to 12 feet in depth, with sand, mud or loam bottom, provides the right condition for growing Wild Celery. This is a submerged plant growing entirely beneath the surface of the water. Deeper waters coming over it at flood times will not injure it. It is a hardy plant, reseeding itself and spreading by means of runners, winter-buds (tubers) and seed.

Wild Celery seed is shipped only when freshly gathered, and is available only for a short time during the harvesting season. We urge any one who wishes to get Wild Celery seed for fall sowing, to order early to avoid disappointment, and to get prompt shipment at the best time for planting. Complete detailed planting instructions furnished with orders. 60 lbs. Wild Celery seed should be planted per acre.

What Others Say

WISCONSIN. "The results of our plantings of your Wild Celery and Sago Pond Plant have shown up. The bay is literally full of Wild Celery and Sago. We have the best growth of feed we have had for ten years. I am of the firm opinion that this restoration is due to the plantings you made and the exceptional interest and help you gave us."

—J. CASE.



Attract Wild Ducks

by planting

Sago Pond Plant



Sago Pond Plant (*Potamogeton pectinatus*) because of its being adapted to a wide range of conditions, is considered a most important and valuable wild duck food. We, as well as other authorities who have studied the habits of wild waterfowl, consider it the best all around wild duck food for planting in waters where, because of some adverse condition, other duck foods cannot be grown. Sago Pond Plant grows in fresh, brackish, slightly salty or alkaline waters, from $1\frac{1}{2}$ to 6 feet in depth, over a rich, or poor sandy soil. *If your waters are alkaline, landlocked, or infested with carp, so that you cannot grow Wild Rice or Wild Celery, plant Sago Pond Plant.* It is also a valuable addition to Wild Rice and Wild Celery, for any waters, as it furnishes an abundance of food in the form of seeds eaten in the early fall by Mallards, Blue-wing Teal and other early ducks, and also in the form of delicious tender tubers from $\frac{1}{4}$ to $\frac{1}{2}$ inch in diameter, eagerly eaten during the fall by all kinds of diving ducks. Because of its extensive root system, carp cannot root it out. It also furnishes food and shelter for fish.

Where to Plant and When

Sago Pond Plant is almost certain to be a success wherever planted. Sago Pond Plant grows beneath the surface of the water, the clusters of seeds just rising to the top. You can get beds of this important wild duck food started most economically, by planting the seed during the late summer and early fall. Forty pounds of seed will plant an acre. Complete planting instructions, which accompany all orders, help insure successful plantings.

Terrell's Aquatic Farm

Tubers for Spring planting
\$6.50 per 100



Muskgrass A Quick Growing Duck Food

Muskgrass is eaten by Mallards, Black Ducks, Pintails, Widgeon, Gadwalls, Green-wing and Blue-wing Teal, Buffleheads, Golden Eyes, Ruddy Duck, Bluebills, and Redheads. It is a favorite food with Bluebills and Pintails, and where found, often makes up a large part of their food. They feed on the foliage as well as the many little tubers which it produces. Muskgrass should be planted in late summer or fall, and will produce an extensive growth the following summer.

Where and How to Plant

Muskgrass is easy to plant, and grows rapidly. It will grow over very poor sandy soil. It thrives in marl lakes and alkali or brackish waters, where many other plants will not grow. However, the water must contain some lime. If shells, which require lime, are common in your waters, or if limestone rocks or ledges are found in the locality, this would indicate that there is lime in the waters, which makes the conditions satisfactory for growing Muskgrass. Muskgrass reproduces from small red or black "seeds" or oogonia, about the size of a pin head which cover the plants in late summer or fall. Plant 5 bu. per acre, in water 1 to 15 feet deep.

Duck Corn—Wampee (*Peltandra virginica*)

Good duck food—Produces large quantity of kernels similar to kernels of corn. Grows in swampy, marshy places, and shallow water. Does well in South. Plant 10 pounds of seed per acre in fall or spring.

Spatterdock—Yellow Water Lily

Seeds eaten by ducks. Roots eaten by Muskrats—Also ornamental and good fish food and cover producer. Sow 15 pounds of seed per acre in fall.



Floating Brownleaf Pond Plant For Ducks and Fish

Mallards and Black Ducks, in fact all kinds of marsh ducks, feed upon the seeds of the Floating Brownleaf Pond Plant. Good fishing is usually found around beds of this plant.

Floating Brownleaf Pond Plant is a hardy plant growing under a wide range of conditions. It thrives in most any fresh waters from $1\frac{1}{2}$ to 5 feet in depth, on a mud, sandy, clay or marl bottom. Does best in sheltered bays or coves. Seed should be planted in late summer or early fall. Forty pounds of seed plants an acre.

Bur-Reed

(*Sparganium eurycarpum*)

Grows in the same sort of places as does the Wampee. Also produces abundance of corn-like kernels eaten by ducks, and makes excellent cover, growing 4 feet high. Does better in North than Wampee. Plant 10 pounds seed per acre in either fall or spring.

American Lotus Lily (*Nelumbo lutea*)

The acorn-like seeds of this plant are eaten by Mallards and other ducks, but its greatest attraction is its beautiful, light-yellow flower, often measuring eight inches across. Plant the seeds this fall in some sheltered bay or pond in from 1 to 4 feet of water. Plant 10 to 15 pounds per acre.

Have You Ever Eaten Wild Rice?

If you have eaten some properly prepared you cannot blame the ducks for being so fond of it. Wild Rice has a delicious nutty flavor and is excellent to serve with wild game; during the holidays as something different; and is being more widely used in the home as people are beginning to realize its great food value. Physicians recommend Wild Rice as having more vitamines than any other cereal and declare it an excellent cereal for breakfast food. It may also be used as a vegetable, dessert or pudding served with whipped cream. Send for a supply of Terrell's Wild Rice Prepared for Eating, with good recipes, today.



Guarantee, Terms, Shipments, Etc.

Most seedsmen make no guarantee of their seeds. However we furnish only seed of the highest germination, and when planted under suitable conditions, we do not expect that any one will have cause for complaint. We make the following guarantee:

If any of our planting materials should fail to produce what the purchaser considers a satisfactory growth after giving the planting sufficient time to establish itself, we GUARANTEE to replace it at half-price or send an equal value at half-price of other planting material selected from our current price list.

SHIPMENTS of these seeds except Bur-Reed and Duck Bait should be made by Express, so they will reach their destination quickly and in the best condition for planting. Second Class Rates, which are about 25% lower than first class, are secured on these seeds. If you have no Express Office we can ship by Parcel Post if desired. If you wish shipment to be sent by Parcel Post or Prepaid Express send 12c per pound to cover transportation charges. (This does not apply to foreign countries except Canada.)

PRICES quoted are in terms of American money and do not include payment of transportation charges unless so stated. Terms: C. O. D. or 2% discount for cash with order.

REFERENCES—City National Bank, Old Commercial National Bank, Association of Commerce, Kiwanis Club, all of Oshkosh, Wis.; R. G. Dun & Co., Reference Book; Leading Outdoor Magazines; State Fish and Game Commissioners of Wisconsin, Minnesota, Iowa, Pennsylvania and Indiana; American Game Protective Association, Woolworth Bldg., New York City; National Association of Audubon Societies, 1974 Broadway, New York City; American Fisheries Society, Glen C. Leach, President, Bureau of Fisheries, Washington, D. C.; Izaak Walton League, 536 Lake Shore Drive, Chicago, Ill.



TERRELL'S AQUATIC FARM

Oshkosh, Wis., U. S. A.

ORDER BLANK AND PRICE LIST

Prices Effective September 1, 1927

More Food—More Ducks—Order Enough

SHIP TO.....

Name

ADDRESS

.....lbs.	Giant Wild Rice Seed , 1000 lbs. or more 50c lb.; 100 lbs. or more 55c lb.; 30 lbs. or more 58c lb.; 5 lbs. or more 65c lb. Smaller lots 75c lb.....
.....lbs.	Wild Celery Seed , 100 lbs. or more \$1.00 lb. 25 lbs. or more \$1.15 lb.; smaller lots \$1.25 lb.....
.....lbs.	Sago Pond Plant Seed , 25 lbs. or more \$1.50 lb. smaller lots \$1.65 lb.....
.....bu.	Muskgrass (Chara) \$6 bu. in lots of 1 bu. or more. \$5.00 bu. in lots of 10 bu. or more.....
.....lb.	Bur Reed Seed , \$1.50 lb.....
.....qts.	Spatterdock (Yellow Water Lily) Seed , \$5.00 lb.....
.....lbs.	Floating Brownleaf Pond Plant Seed , \$2.00 lb.....
.....lbs.	Wampee (Duck Corn) Seed , \$1 lb.....
.....lbs.	Wild Rice for table use , postpaid prices: Fancy 25 lbs. or more 70c lb.; 10 lbs. or more 75c lb. smaller lots at 80c per lb. Same as above, but more broken at half price. Just as good eating
.....lbs.	American Lotus Lily Seed , \$1 per lb.; 10 lbs. or more 90c lb.....

Amount enclosed.....

Ordered by

NAME

ADDRESS

Add 12c per lb. if you want transportation charges prepaid.

NOTE—TERMS, etc., on Page 12.

WHAT OTHERS SAY

CALIFORNIA. "A few years ago I purchased some wild duck foods from you and they were very satisfactory. I may state we had the best shooting we ever had last year." —L. TRAUNG.

CANADA. "Enclosed find money order for \$40 for which please send us at once its value in Wild Celery. That which we got from you last year did first rate and we are highly pleased."

—L. J. DIARMID, Secy., Fish & Game Assn.

COLORADO. "The Muskgrass has done very well. My slough is filled with it. The ducks come in in great numbers and seem to like it very much as they stay there constantly and are hard to drive away."

—J. FOSTER.

IRELAND. "The Wild Rice grew 3 to 4 feet high, a most graceful and beautiful sight."

—ROYAL BOTANICAL GARDENS, Glasnevin.

IDAHO (Quoted from copy of a letter sent by one customer to a member of the Bureau of Biological Survey.) "Three years ago we started on a campaign of planting to furnish food for waterfowl. Investigations have shown the Sago Pond Plant doing very well here. In shooting ducks we found they were feeding largely on the tubers of this plant, some ducks having as many as forty tubers in their crops when killed. The seed was purchased from **Terrell's Aquatic Farm**, of Oshkosh, Wis. This club is more than pleased with the results, knowing that we have a permanent feeding grounds."

KENTUCKY. "I have about two acres under water in which I planted some Sago Pond Plant, and it has done very well." —W. SWAZWELDER.

NEW JERSEY. "Enclosed find \$10 for which please send me some more Wild Rice Seed like you sent before. That has come up and is doing fine."

—H. CAMP.

NORTH CAROLINA. "Several years ago I planted Wild Rice in creeks around here and there is a good growth now." —G. NICOLL.

OHIO. "The Wild Celery I bought from you has thrived well, also the Wapato Duck Potato—the lake looks to me like a duck paradise."

—W. THOMPSON.

OREGON. "I received the report covering the planting of wild duck foods on my ranch. I wish to compliment you very highly on the clean cut manner in which this report has been rendered. Many of the plants are already showing up above the water. I will consider it a favor to have you use my name in reference."

—AUG. J. STANGE.

At Your Service

Correspondence regarding what to plant and what is best for your particular conditions and purpose is always a pleasure. We have had 31 years practical experience in planting these foods for wild ducks, fish and game in various parts of the country. Often we are able to make suggestions which help materially in getting the best results. Blanks for your convenience in giving the necessary information about your place will be sent on request.

Personal Investigation and Planting Service

While we are always glad to give all help we can by correspondence free of charge, clubs and owners of fairly large properties will often find it to their advantage to have us personally visit and examine their properties and determine just what is best suited to their particular purpose and just where to make plantings, thus insuring the best possible results, and in many cases saving time, planting material, and money.

Services of a capable and experienced man may also be secured to make plantings. Many people use this service who want the advantage of better feeding grounds for fish and game, but who have not the time to do the work themselves, or have no person to whom they can entrust the work. This service is a good investment, for such a man, by his experience and judicious planting, can often produce better results with a much smaller amount of planting material than an inexperienced person. Those desiring to take advantage of this are invited to write to us for estimate of cost of such service.





Will Also Furnish

Food and Shelter Plants for Fish, Quail, Grouse, Pheasants; Muskrats, Fur and Waterfowl Farms; Plants for Aquariums and Fish Breeders; Plants for blinds. In addition to the planting materials described here, which are available at this particular time, we can supply in proper season, more than 35 different kinds of plants for making places attractive to birds, game and fish, so we have something suitable for almost any condition or purpose in this line. Write for complete price list and information.

Ornamental Water Plants Wild Flowers

If you have a water garden, rock garden or lily pool that you would like to make more beautiful send us a description and sketch of it, showing outline, depth of water, location of fountain, etc., and we will lay out a planting plan for you, suggesting a variety of beautiful ornamental water and rock garden plants which we can furnish. Or, if you are planning to make a waterlily pool or rock garden, let us help you plan your plantings.



WILL YOU SLEEP WARM?

Play safe—Order wool blankets for the camp or hunting lodge.

Blue or Khaki, 62x84 in., weight 4 lbs.
Each \$4.95; lots of 10 or more \$4.75 each.
Satisfaction guaranteed or money back.

Use them on the beds, outdoor sleeping porches, couches or in the auto.



Write

TERRELL'S AQUATIC FARM,

Oshkosh, Wisconsin, U. S. A.

**"The Pioneers in Making Places Attractive to
Fins, Furs, Feathers and Folks."**

Look for the name—TERRELL